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'Blueprint For Tomorrow' From UA

By JAY L. SMITH

Well, Columbia did it again; after walking away with eight Academy Awards last year for "From Here to Eternity," they bounced right back this year with an equal number for "On the Waterfront." Since 1933, when "It Happened One Night" swept the decks with all the major awards going to Columbia, this studio has had phenomenal success in getting one picture a year right up there at the top, either with a number of Oscars won, or at least more than their share of nominations.

For the record, "On the Waterfront" was responsible for the following eight awards: Best picture of the year; best actor — Marlon Brando; best supporting actress—Eva Marie Saint; best direction—Elia Kazan; best cinematography (black and white)—Boris Kaufman; best art direction (black and white)—Richard Day; best story and screenplay—Budd Schulberg; best film editing—Gene Milford.

In addition, Columbia picked up the Oscar for the best cartoon of the year through their release of UP's "Mr. Magoo" series, of which "When Magoo Flew" topped them all.

Walt Disney's "20,000 Leagues Under the Sea," which is being distributed in Canada by Empire-Universal, copped two awards, one for best art direction for a color picture, and the second for special effects. Disney also picked up another Oscar to add to his collection for the best documentary feature, with "Vanishing Prairie." This was the category that included the NFB's "Stratford Story" in the nominations.

Paramount's "Country Girl," which was "Waterfront's" biggest

(Continued on Page 4)

UA Releases In Every Can. House This Year States Charles Chaplin

Canadian General Manager for UA, Charles Chaplin, and his contingent of branch managers from across Canada, heard the outline of a new selling program titled "Blueprint For Tomorrow," presented by Wm. J. Heineman at the 3-day sales session of the company in Chicago April 1-2-3. The program is aimed at placing UA releases in every theatre in the United States and Canada during the coming year.

Mr. Heineman cited the tremendous strides made by the company during the past twelve months and

(See BLUEPRINT Page 3)

St. John & Hamilton CommunionBreakfasts

Despite very inclement weather, about 75 members of the entertainment industry in Saint John, embracing the local theatres, film exchange offices, radio stations and television studios attended

(See COMMUNION Page 5)

COUNTRY GIRL BREAKS RECORD

Len Bishop, Manager of Shea's, Toronto, Announces Record-breaking Saturday for Paramount's "The Country Girl" starring Grace Kelly, Academy Award Winner.

Big Films From MGM Adds Up To Big Box-Office States H. Cass

Hilly Cass, Canadian General Manager for MGM, attended an MGM sales managers meeting in Chicago on March 25 and 26. The sessions, conducted by Charles Reagan, General Sales Manager for MGM and Eddie Saunders, Assistant General Sales Manager, threw the spotlight on the recent production deals made with Sam Goldwyn for the release of "Guys and Dolls," the forthcoming Desilu picture and the future films to be made by Sol C. Siegel, as well as the upcoming productions of David Selznick.

"Love Me Or Leave Me," the James Cagney, Doris Day starring vehicle and "The Prodigal" were

(See BIG FILMS Page 3)

Foto-Nite Pays Out $60,000 In Toronto

There were two takers in March for a total of $8,000 in the weekly Foto-Nite offer at 20 Allied Theatres in Greater Toronto, it was announced March 29. No less than $60,000 has been paid out since the attendance stunt was

(See FOTO-NITE Page 4)

"Lassie" TV Producer Plans Calgary Studio

Robert Maxwell, producer of the "Lassie" TV series kept the Canadian film production pot boiling with his announcement in the Toronto Telegram, that he has "high hopes" for the establishment of a motion picture studio in Canada, "probably in the Calgary area."

More than 20,000 feet of film for the "Lassie" TV series was shot in the Calgary area, he said.

"That was pretty well all of the

(See LASSIE Page 4)

Drive-In Openings Delayed By Weather

The drive-ins had a rough time of it in Western Ontario during the recent extensive spring blizzard although some of them managed to keep operating in spite of weather.

The Twilite, a J. Dydzak unit at London, opened for the season March 25 on schedule but was closed the following night on account of snow drifts. On March

(See DRIVE-INS Page 6)

Alberta Board Of Censors Pass 6002 Feature Films—Reject 5

During 1954, the board of film censors in Alberta reviewed 6,002 films and rejected five. In 1953, 6,495 films were handled.

The three-member board is headed by P.J.A. Fleming.

The board had to make 192 deletions from 75 of the 35-mm. films it reviewed and 36 alterations in 22 16-mm. films. In 1953 there were 96 alterations made in the 46 35-mm. films and 57 eliminations in the 14 16-mm. films.

(See CENSORS Page 3)

Arch Jolley Guest At Safety Awards Dinner

As the representative of the Motion Picture Theatres Association of Ontario, Arch H. Jolley was an invited headtable guest at

(See JOLLEY Page 5)

IMPERIAL THEATRE, TORONTO, INSTALLING NEW LARGE SCREEN FOR PARAMOUNT'S SHOWING OF "STRATEGIC AIR COMMAND"

M-G-M's "BLACKBOARD JUNGLE" A STORY OF TEEN-AGE TERROR IS MAKING BOX-OFFICE HISTORY EVERYWHERE!

"ATTENTION MISTER EXHIBITOR!"

"A money-making opportunity like 'BLACKBOARD JUNGLE' happens only once in years! It is the biggest hit in 6 years at the State, N.Y., and is doing wonderful business everywhere! The book was a sensation and M-G-M pulled no punches in producing the movie. It will make audiences gasp with its boldness, its daring and the absorbing impact of its story. A terrific exploitation subject with a powerful ad campaign. You'll thank us for telling you!"

★

M-G-M presents "BLACKBOARD JUNGLE" starring Glenn Ford • Anne Francis Louis Calhern • with Margaret Hayes • Screen Play by Richard Brooks • Based on the Novel by Evan Hunter • Directed by Richard Brooks • Produced by Pandro S. Berman

'BLUEPRINT'

(Continued from Page 1)

detailed the imposing roster of product that will be released during the coming year at an average rate of four features a month.

The distribution chief, who addressed the meeting jointly with Vice President Max E. Youngstein and General Sales Manager B. G. Kranze, declared that with the record year of 1954, in which United Artists grossed an all-time high of $43,100,000, the company ranked as one of the industry's top suppliers of quality product.

"Since 1951," Mr. Heineman said, "when Arthur Krim assumed leadership of United Artists, our grosses have expanded from $19,900,000 to an all-time high of $43,100,000 this past year. As our grosses have grown, the number of theatremen who have found it profitable to deal regularly with UA have increased proportionately.

"This year, with our tremendous lineup of product and the intensified promotional program that will pre-sell it, we can bring every exhibitor in the United States and Canada into the orbit of showmen who have come to rely on United Artists for a steady flow of box-office features."

In detailing the sales pattern designed to achieve this objective, Mr. Heineman expressed the appreciation of the company's executive echelon for the unprecedented job turned in by the sales force in the past twelve months, climaxed by a one-week billing total of $1,900,000, the biggest in the company's 36-year history.

BIG FILMS

(Continued from Page 1)

screened during the sessions. "The Prodigal" stated Cass on his return to Toronto, "is the most expensive film I have ever seen."

Mr. Cass in discussing the meeting with the Digest, emphasized that this summer, as in past summers, MGM will not hold back its big pictures for a Fall release but will make them available in a steady stream. "I came away," stated Mr. Cass, "from the Chicago meeting fully imbued with the spirit of the great films ready for release and in production, and what they will mean in terms of box-office to exhibitors."

MGM will release seven films up to June. The films are as follows: "Glass Slipper," "Hit The Deck," "Blackboard Jungle," "The Prodigal," "The Marauders," "Love Me Or Leave Me" and "Moonfleet."

Across the Country

Toronto and District

New members nominated for the Toronto Variety Tent, according to Lou Davidson, membership committee chairman, are Arthur A. Richardson, assistant sales manager of Perkins Electric Co.; Harry P. Ginsberg, accountant, 20th Century Theatres; Howard Gottlieb, Audio Pictures, and Guy F. Herbert, general manager of All-Canada Radio Facilities, TV film producer and distributor.

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Four theatres of Hamilton offered Continental programs recently, the line-up comprising the following top pictures: "Musica di Sogno," starring Beniamino Gigli, at the York; "The Loves of Verdi," at the Cinema; "Skanderbeg" at the State, and "Il Sacrificio d'una Madre," at the Playhouse.

• • •

A great welcome by many friends and associates is assured for Jack J. Chisholm when he returns to Toronto from Montreal to take over the post of Ontario sales and production manager for Associated Screen News in its current reorganization.

Ottawa

Ottawa theatre managers lost no time in cashing in on the annual Academy Awards results. Business with The Country Girl, current at the Capitol Theatre, took quite an upsurge with the announcement that Grace Kelly had received an Oscar as the best actress for her performance in the Paramount production. Manager Morris Berlin of the Somerset opened the following day with Grace Kelly and former Oscar-winner James Stewart in Rear Window. His added feature was Sabrina, with Oscar-winners Audrey Hepburn, Humphrey Bogart and William Holden all played up in newspaper advertisements.

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Drive-In theatres in this area usually are in operation during the Easter season. Openings of four ozoners will be delayed for several weeks this season owing to a record-breaking snowfall. All the outdoor plants are buried under the drifts, country roads are impassable to motor traffic, and operators say their only hope is several weeks of sunshine or warm rain.

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Monster Bingos continue to draw huge crowds weekly to the Auditorium and Coliseum, making these games for valuable prizes the biggest kind of competition to the movie theatres. Some service club sponsors of mass bingos are offering two cars as major prizes. Not to be outdone by the bingo craze, the five theatres presenting Foto-Nites for three days each week are now offering new model motorcars in addition to cash to the lucky winners among their patrons.

Winnipeg

Winnipeg General Hospital will again benefit from the "Rags to Riches" annual Drive conducted by the White Gross Guild on Saturday, April 16th. Neighborhood Theatres are again co-operating with the Guild.

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Norm Shanas of the M.G.M. Office, with a bowling average of 242, is a member of the team representing Winnipeg in the Western Winnipeg Canada Five-Pin Bowling Association Championships being held in Winnipeg April 8-9 at the Saratoga Alleys.

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Motion picture projectionists are demanding a 10 per cent wage hike in Manitoba. Negotiations are being carried out for the Union by Sam Herbst, organizer for the Ladies' Garment Workers' Union by special request of the projectionists' union secretary, E. L. Barr. The union, which acts for 180 members in the province, wants to establish a base hourly wage of $2.00, with 10 per cent of the wages payable by the companies towards a pension plan.

(Continued on Page 6)

CENSORS

(Continued from Page 1)

The board processed 2,187 U.S. films, altered four of them and rejected four. In 1953, the board altered 23 U.S. films, but rejected none.

The figures for films reviewed include some reprints, which were viewed by the board previously. While they had to be passed again, they weren't screened again.

A total of 251 films came into Alberta from the United Kingdom and 18 of them had to be censored, compared with 16 in 1953.

One of 25 productions from Italy was rejected and two were altered.

Scenes were deleted from four of the eight French films received last year, five of the 35 German productions, and the one Russian film. All were 35-millimetre.

In 16-mm. films, there were 16 deletions from 701 U.S. films but none was rejected. Two of the 34 British 16-mm. films were cut, but none rejected. Twenty Russian 16-mm. films were received and two were censored. There were no changes made in the 71 French films.

Films rejected during the year were: "Times Gone By," an Italian production; "Public Enemy," "She Shoulda Said No," "The Wild One," and "The French Line," all from the U.S. The latter was eventually passed on appeal but with several sequences deleted, including one of Jane Russell's song and dance numbers.

Three From Spiegel

Columbia Pictures announced that it had concluded a three picture deal with Sam Spiegel, producer of "On the Waterfront."

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On the Beam

(Continued from Page 1)

rival as far as nominations were concerned, came up with the Oscar for the best actress—Grace Kelly, and the award for the best screenplay — George Seaton. Paramount copped one more Oscar when Edith Head was given the award for the best costume designing for a black and white picture with "Sabrina."

20th Century-Fox, which was well up there with nominations, wound up with an Oscar for the best color cinematography—"Three Coins in the Fountain"; the best song, "Three Coins," the best original screen story — "Broken Lance."

Warner Bros. took two awards, one for the best single reel short subject —"This Mechanical Age," and the second for the best musical scoring of a dramatic film, "The High and the Mighty" (Dimitri Tiomkin).

MGM's "Seven Brides for Seven Brothers" got the nod for the best scoring of a musical production (Adolph Deutsch and Saul Chaplin), and Universal's "Glenn Miller Story" was honored for the best sound recording (Leslie I. Carey).

United Artists stayed in the picture with the award for the best supporting actor, Edmond O'Brien, for his work in "The Barefoot Contessa," and the independents walked off with three awards, one for the best documentary short—"Thursday's Children" British, one for best costume design of a color production—"Gate of Hell" (Japanese), and best two-reel short subject—"A Time Out of War," produced By Denis and Terry Sanders for Carnival Productions.

Taken all in all, the two-hour show as presented over NBC-TV was a terrific piece of entertainment. I think Bob Hope's emceeing was as fine as anything he has ever done along these lines. His quips sometimes hurt a bit, especially when he mentioned that while the movies are now enjoying a boom (in the U.S., that is), the Television Industry is not too worried, and will not be until the Motion Picture Industry can afford to sponsor their own Academy Award Telecast. This is a sore point with many Industry members, who feel that commercial sponsorship of the program is an insult to the Industry.

In the meantime, General Motors' Oldsmobile Division picked up the tab, and a mighty hefty tab it was. The commercials were not too lengthy, although they could have been less frequent, and been just as effective. They sure slipped up at the end, though, when the final shot of the front of the Pantages Theatre in Los Angeles showed a Buick Roadmaster parked directly below the marquee. Oh, well, it IS all in the family, the GM family, that is.

My heartiest congratulations to my old friend, Dan Krendel, on winning the 1954 Heart Award of Variety Club Tent No. 28. It couldn't have happened to a nicer guy, nor could it have happened to a more deserving one. I know for a fact that Dan did not want to take on the responsibility of the Dough Guy's job again this year, but he was persuaded that he was needed, and he heeded the call.

In addition, he has co-operated actively on a number of out-of-town benefit shows put on for Variety by managers in his "B" district, and whenever he has been asked to lend a hand, on any Variety project, Dan has always been more than willing to give unstintingly of his time and effort on Variety's behalf.

FOTO-NITE

(Continued from Page 1)

introduced here three years ago.

The six independent Foto-Nite theatres in Ottawa also had a successful patron, Mrs. Cecile Morin, who secured a Pontiac car and $1,500 in merchandise at the Francais Theatre.

LASSIE

(Continued from Page 1)

exteriors. We moved all our crew and cameramen to Canada for shooting and then went back to Hollywood to complete filming."

"As much as possible," he said, "we would like to use Canadian talent. Canadians have a lot of talent and I find them refreshing to work with. I would like to see a studio set up employing almost entirely Canadians."

Mr. Maxwell, who is in Toronto in connection with the Lassie and Elmer children's parties held last Monday in Massey Hall, said he is planning another TV series, a semi-documentary Dragnet type of show based on true experiences of the RCMP. While he is in Canada he will visit Ottawa to discuss the show with RCMP officials.

Negotiations for the production of "Kinder Spiel" by Jules Bricken and Julian Roffman in Canada, announced last week, have progressed. Chris Salmon, Vice-President of Odeon Theatres (Canada) Ltd., on his way to England for a three week stay, stopped off in New York for discussions with Jules Bricken. Mr. Salmon is taking the shooting script with him to England where, Earl St. John, JARO's production head will study it.

Other information in relation to the production of the film came to light this past week. Three of Hollywood's top directors, have read the script and stated that the script is a box-office winner if produced. The three are Charles Vidor, who directed "Hans Christian Andersen", Robert Aldrich, director for "Vera Cruz" and Laslo Benedek, "Death of Salesman" director.

AMUSEMENT STOCK QUOTATIONS

For Week Ending April 2, 1955

1954-55 High	1954-55 Low	Stock & Divid. in Dollars	Sales 100s	High	Low	Last	Net Change
		TORONTO STOCK EXCHANGE					
29	26½	Fam. Players	31	29	28½	28½	
		N.Y. STOCK EXCHANGE					
28⅛	22⅛	Am. Bd.-Par.	457	26⅞	24½	25	—2
39¼	31	Col. Pict. ½d	74	34½	33⅛	33½	
16½	14⅝	Decca Rec. .70	220	15⅞	15¼	15¼	— ¼
21⅝	17½	Loew's ¼g	304	18¾	18	18½	— ⅛
40	36	Para. Pict. 2	108	38	37	37	—1¼
7⅝	5⅞	Republic Pict.	73	6¾	6⅜	6¾	
8⅞	7	RKO Pictures	40	8	7⅞	8	
9⅞	8½	RKO Theatres .20g	136	9½	9¼	9⅜	— ⅛
22⅝	19⅛	Stan. War. ¼g	47	20⅝	20⅛	20¼	— ½
31⅝	25⅛	Twent. Cen. 1.60a	221	28¼	26¾	27⅜	— ⅜
30⅞	26¾	Univ. Pict. 1a	19	29¼	28½	28⅝	
20⅜	18¼	Warn. Bros. 1.20	68	19⅛	18⅝	19	+ ¼
		AMERICAN STOCK EXCHANGE					
5⅜	4	Allied Art. .10g	26	4½	4⅜	4⅜	— ¼

UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	.....
Skyway Drive-In Theatre	1.25	$2.00
Cons. Theatres "A"	7.50	8.50
Cons. Theatres "B"	3.50	4.25
Loew's Thea.	102	105
United Amuse. A	9	12

Quotations, Courtesy of

J. H. CRANG & CO.

40 Adelaide W., Toronto

Youngstein's Father Passes Away In N.Y.

Elias Youngstein, father of United Artists Vice-President Max E. Youngstein, died Saturday March 26 of a heart ailment at Beth David Hospital in New York City. Mr. Youngstein, a retired merchant, was 71 years old.

20th-Fox's "Dynamo"

Twentieth Century-Fox's house organ, "The Dynamo," edited by Roger Ferri, has been named "the outstanding company publication" for 1954 by the Company Publication Editors of North America, representing house organs of 332 leading industrial and business corporations.

Rose To Make Three

A three-picture deal was signed between Columbia Pictures and David E. Rose, for the release of a trio of top-budget films. First of these will be "Port Afrique," based on the novel by Bernard Dryer.

TRANS-CANADA

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Fourth week. Bridges at Toko-Ri (Para.) with Wm. Holden.

SHEA'S
The Country Girl (Para.) with Bing Crosby and Grace Kelly.

ODEON & FAIRLAWN
On The Waterfront (Col.) with Marlon Brando and Eva Marie Saint.

HYLAND & CHRISTIE
Chance Meeting (JARO) with Odile Versois and David Knight.

LOEW'S
Second week. Hit The Deck (MGM) C'Scope and Color with Jane Powell and Tony Martin.

UPTOWN
Second week. Captain Lightfoot (E-U) C'Scope & Tech. with Rock Hudson.

UNIVERSITY & EGLINTON
Second week. The Racers (20th-Fox) C'Scope & Deluxe Color with Kirk Douglas.

MONTREAL

CAPITOL
Many Rivers To Cross (MGM) Color & C'Scope with Robert Taylor.

LOEW'S
Country Girl (Para.) with Bing Crosby and Grace Kelly.

PALACE
Second week. Bad Day At Black Rock (MGM) C'Scope & Color with Spencer Tracy.

PRINCESS
Smoke Signal (E-U) Tech. with Dana Andrews and Piper Laurie.

AVENUE
Third week. Mr. Hulot's Holiday (JARO) with Jacques Tati.

WINNIPEG

CAPITOL
Third week. The Country Girl (Para.) with Bing Crosby and Grace Kelly.

MET
Bad Day At Black Rock (MGM) C'Scope & Color with Spencer Tracy.

ODEON
Prince of Players (20th-Fox) C'Scope & Deluxe Color with Richard Burton.

GARRICK
They Were So Young (Cardinal) & The Black Pirates (Cardinal).

GAIETY
On The Waterfront (Col.) & The Bigamist (Col.)

Chatter... That Could Matter!

By MAX CHIC

This is a travelling industry, with people either going or coming and last week was no exception . . . returning to their home balliwacks were **J. J. Fitzgibbons, Morris Stein, David Griesdorf, Win Barron, Peter Myers, Gordon Lightstone** and **Haskell Masters** . . . leaving for holidays were **R. Bolstal** and **Sam Glasier** . . . other travellers last week were **Irving Herman** to Montreal and **Walter Manley** to Quebec City.

Over 100 Ontario exhibitors will be attending the **MGM** Workshop in Buffalo on April 18 . . . **Curly Posen** has resigned from his post at **Allied Theatres,** effective on April 15.

Richard Newman, the **London Free Press** movie critic is winging his way to Europe for a look-see at British and French production activity . . . he will attend the Cannes Film Festival . . . **Frank Fisher** has been doing a lot of speaking for the industry these days, covering the **Rotary Clubs** at Belleville and Trenton last week, as guest speaker. He will address the **University Women's Club** here on May 2.

"This Is Cinerama" still taking space in Toronto papers for its Buffalo engagement . . . they tried an interesting switch last week, putting their ad on the financial section of one of our papers . . . **Al Allin,** manager of the **Roxy Theatre,** Woodbridge, was inadvertantly left off the list of Canadian managers contending for the **Quigley Awards** . . . our sincere apologies, **Al,** and loads of luck.

An almost capacity audience, invited by the **Canadian Council of Churches** saw a special showing of **Fox's** "A Man Called Peter" at the **Odeon,** Toronto last week . . . **Famous Players** stock was chosen by 6 new US-backed Canadian investment companies for their portfolios the **Financial Post** reports.

Jack Labow, RKO Canadian Manager and his branch managers from Saint John, Montreal and Toronto, attended an **RKO** sales meeting in New York last weekend . . . an important announcement is expected as a result of the meeting . . . the Saskatchewan Minister of Labor, replied to **Clare Appel's** letter printed last week in the **Digest** and stated that he made no suggestion that all films are bad as was reported in a local Regina paper.

COMMUNION

(Continued from Page 1)

the third annual Communion Breakfast of the group on Sunday morning.

The members attended a special mass in St. Peter's Church celebrated at the Shrine of Our Mother of Perpetual Help by Rev. Clair F. Johnson, C.S.S.R. and received Holy Communion in a body.

Later the group assembled at the Admiral Beatty Hotel where Father Johnson addressed them on the importance of their place in the Industry and the good they could accomplish by working together. Mr. Patrick J. Hogan presided at the breakfast and was in charge of the arrangements.

At the head table were Mr. Hogan, Father Johnson, Mr. George S. Enos, Chairman of the Motion Picture Board of Censors and Amusement Tax Inspector; Miss Irene Malloy, Miss Gertrude O'Neill, Miss Helen Crowley and Mr. Louis J. McCourt.

Sixty representatives of show business in the Hamilton district attended the second annual Communion Breakfast March 27 which was held in the Wentworth Arms Hotel following Celebration of Mass in the Cathedral of Christ the King.

The speaker at the breakfast was Rev. T. P. Brennan, director of Catholic Charities in the Diocese, and the chairman was Steve R. McManus, Odeon district supervisor. A feature was the screening of "The Queen's People," a Religious picture made in Hamilton.

In charge of arrangements were Mrs. Jean Ford, secretary of the Hamilton Theatre Managers Association, and John Owens, veteran projectionist at the Downtown Theatre.

JOLLEY

(Continued from Page 1)

the Royal York Hotel for the 11th annual Safety Awards banquet of the Ontario Safety League of which he is a director.

Jolley pointed out to The Digest that quite a number of independent exhibitors had shown early interest in the association's group accident and health insurance plan which has been organized by United Casualty Agencies Limited. "It looks like the idea really appeals to them," he said.

HELEN HAYES IN FILM

Helen Hayes will make her first movie in four years. She will co-star with James Cagney in "All Our Tomorrows," which is to be produced by MGM.

J. J. Fitzgibbons (right) presents Dan Krendel, "Dough Guy" of Variety Club, Tent 28, Toronto, the Heart Award plaque at a ceremony last week in the Prince George Hotel.

The head table at the dinner following the Quebec Theatre Owners Assoc. meeting last week. Left to right: Lucien Dame; Dr. J. E. Guibord, Grand Mere; Mr. Martin, East Angus; Edward Gauther, Sorel; Armand Allard, Laval West; Alfred Starr; Joseph Strauss, E. N. Tabah and M. E. Lodge, Richmond.

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Double-Frame VV For Paramount, New York

A detailed advance view of the new horizontal double-frame VistaVision system of motion picture presentation currently being installed in the Paramount Theatre, New York, was conducted last week by Robert K. Shapiro, managing director of the Paramount Theatre.

Mr. Shapiro gave the assembled representatives of the motion picture trade press and the lay press a comprehensive breakdown of the advantages of double-frame horizontal VistaVision projection and the new curved screen—largest theatre screen in the world—which will permit presentation of an image of at least 64 by 35 feet. Mr. Shapiro explained how the combination of the curved screen, the enormously enlarged image which is approximately two-and-a-half times the size of the present screen at the Paramount Theatre, and the new and tremendously improved projection obtained from the horizontal VistaVision projectors, would result in a far more dramatic presentation which would give audiences a definite feeling of participation in the action on the screen.

Gordon Frazer Joins Meridian Productions

Meridian Productions Corp. Ltd. announced last week the appointment of Gordon G. Fraser to the sales staff of the organization, specializing in television commercials.

Mr. Fraser has had wide experience in the field of motion picture production and sales, in Canada and the United States, and was formally with Rapid Grip & Batten, Toronto. The appointment coincides with the opening of the new MPC motion picture studio at 192 Bay Street, Toronto.

Technicolor Paying Dividend April 25

Dr. Herbert T. Kalmus, President and General Manager of Technicolor Inc., announced that the board of directors of Technicolor Inc. at a meeting held in New York, Wednesday, March 30, declared a dividend of 25c a share on the new $1 par common stock and 50c a share on the old no par common stock, not exchanged.

The dividend is payable April 25, 1955, to stockholders of record at the close of business on April 11, 1955.

Across the Country

(Continued from Page 3)

Speedy recovery wishes to Mrs. Joe Harris of Paragon Theatres Ltd. Visitors to Winnipeg included Vic Hammond of Boissevain; Mr. Girouard, Somerset; Mr. Leadbeater, Crystal City; W. Friesen, Altona; and Mark Polttel, General Sales Mgr. of Empire-Universal, from Toronto. Out in the territory are Frank Davis, Manager of Warner Bros., and Barry Myers, Manager of R.K.O., while Charlie Krupp, Manager of Alliance Films, is on his annual curling trip to Evilith, Minnesota. Dick Houston, Dominion Sound Equipment, is spending a few days in Regina.

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The Winnipeg Foto-Nite group of 20 theatres is extending Foto-Nite into a second night by using a Tuesday night—commencing April 19th. This will coincide with the fourth anniversary of continued operation of Foto-Nite in Winnipeg.

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Myer Mitchell, Manager of the Palace and Times Theatres, and box-office promotional director for Western Theatres, has just completed arrangements for a Thursday Electrohome-T.V. give-away in the Rose Theatre.

Prairies

Phil Bodnoff, Saskatchewan theatre owner, has applied for license to operate a 250 watt radio station at Weyburn, Sask. The application will be considered by the CBC board of governors. Mr. Bodnoff has a theatre at Weyburn and an interest in a Regina drive-in.

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A board of appeal in Regina has approved Walt Disney's "Vanishing Prairie" for public showing in Saskatchewan. The exchange distributing the film appealed its rejection by the province's film censor, Rev. D. J. Vaughan, who objected to a sequence showing the birth of a buffalo calf. The board over-ruled Mr. Vaughan's decision.

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Roxy Theatre at Wilkie, Sask., has installed CinemaScope.

Maritimes

Mr. Mort Bernstein who has been on a trip to Miami, Florida—recuperating from an illness with virus pneumonia — is returning to the office this week. Mr. and Mrs. M. S. Bernstein will be leaving next week on a holiday in the Laurentian Mountains.

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Mr. and Mrs. A. I. Garson and Mr. and Mrs. Mitchell Franklin have returned from Florida.

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Mr. Herman (Pete) Rose of the F. G. Spencer Company Head Office staff was bereaved by the death of his father last week.

Vancouver

New officers for 1955 of the Film Board of Trade are Jack Reid, JARO, President; Steve Ralston, Alliance, vice-president; and Harry Woolfe of U-A, secretary. The FPC managers association held a smoker at the Peter Pan Mural Room which was well attended and a good time was had by all. Proceeds to the Vancouver Boys Club.

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Norman Rae was appointed manager of the reconstructed Odeon-Plaza in Victoria. Film Union F-71 IATSE are negotiating a new contract for front office employees. Local rejected offer of distributors and are sticking for their original demand of 15% increase. The problem is now in the hands of the British Columbia Labor Board.

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Workmen have completed the razing of the old Star Theatre in Vancouver. The house was built in 1900. The site will be used for the new city police building. Eric Williams, projectionist who worked in local theatres for 25 years before going to Hollywood to work in Warner Brothers studio, died in California. He was 56. His wife predeceased him by three weeks.

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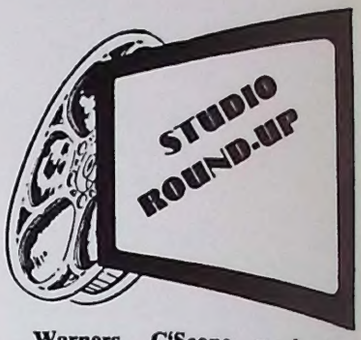
Les Walker, business agent of the Projectionists local, was in Portland attending a meeting of the IATSE Advisory Board. Diane Lois Woolfe, daughter of Harry Woolfe, United Artists manager, was married to Gerald Levey who is with the diplomatic service in Ottawa. They are on a California honeymoon.



Warners C'Scope production, "Rebel Without a Cause" before the cameras at the Griffith Park Planetarium. **UA** signs **Jean Wallace** to co-star with **Cornel Wilde** in "Storm Fear" which is slated to roll, early in April.

Ex New York Governor, **Thomas E. Dewey** to be guest speaker at premiere of **20th-Fox's** "A Life In The Balance," at the Beekman Theatre, April 19th. **Tex Ritter,** Western player of screen, radio and television, to have featured role in **Columbia's** "Renegade Roundup."

Paramount assigns one of Hollywood's top comedy directors, **Norman Taurog,** to direct **George Gobel** in his first film, "The Lady Eve." **JARO** moved a complete fairground to their **Pinewood** studios for the filming of their new **VistaVision** drama, "The Women For Joe."

Universal arranged a sneak preview for its science-thriller "This Island Earth," starring **Faith Domergue** and **Jeff Morrow. John Hodiak** returns to **Metro,** after a long leave of absence, to join the cast of "Trial" which has **Glenn Ford** topcast.

Cast and crew of **Republic's** "The Texas Legionnaires" back in the home studio after locating in Texas. **Peter Cushing,** British character actor, makes his American debut in **UA's** "Alexander The Great," when he joins star-studded cast of **Richard Burton, Fredric March** and **Danielle Darrieux.**

Paramount postpones production of their next **Shirley Booth** feature. "Route 66," as **Miss Booth** is scheduled for a Broadway play in the fall, titled "The Desk Set."

DRIVE-INS

(Continued from Page 1)

29, the Twilite was still announcing that the theatre "will re-open as soon as weather permits."

The opening of the St. Thomas Drive-In was delayed indefinitely because a large portion of the screen was blown down along with other storm damage. This is a 20th Century Theatres operation and the manager is Lorne Yott, recently assistant at the Centre Theatre, London.